<u>REMARKS/ARGUMENTS</u>

Favorable consideration of this Application and in light of the following discussion is respectfully requested.

Claims 1, 4-8, 11-15 and 18 are pending in the present application. Claims 1, 5, 13 and 15 are amended, all without the introduction of any new matter. Support for the amended claims can be found in the claims as originally filed.

In the outstanding Office Action, Claims 1, 4-8, 11-15 and 18 were rejected under 35 U.S.C. § 103(a) as unpatentable over <u>Jambhekar et al.</u> (U.S. Pat. No. 5,848,356, herein "<u>Jambhekar</u>") in view of <u>Smith et al.</u> (U.S. Pat. No. 6,084,951, herein "<u>Smith</u>").

Turning now to the rejection in the outstanding Office Action of Claims 1, 4-8, 11-15 and 18 under 103(a) based on <u>Jambhekar</u> and <u>Smith</u>, Applicants respectfully traverse that rejection for at least the following reasons.

Claim 1 recites, in part,

> a plurality of graphic icons saved in hierarchical structures; and
> a plurality of phone numbers respectively linked to the plurality of graphic icons on a one-to-one basis,
> wherein the plurality of graphic icons form a graphic map, and
> wherein the graphic map comprises a community configured by the icons.

Claims 5, 13 and 15 recite similar features.

<u>Jambhekar</u> describes an electronic directory of phone numbers with functional graphic icons which represent communication service related to a phone number. For example, graphic icons represent fax, email, office telephone, pager or home telephone.[1] Thus, <u>Jambhekar</u> describes phone numbers are connected with pre-defined finite kinds of graphic

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[1] <u>Jambhekar</u>, Fig. 5p and col. 5, lines 49-67.

icons which represent communication services. Furthermore, the phone numbers described in Jambhekar match the pre-defined finite type of graphic icons on a multiple-to-one basis.

In contrast, Claim 1 describes that the graphic icons of the invention are saved in hierarchical structures, for example in structures of "district->community-> building" and the plurality of graphic icons match a plurality of phone numbers on a one-to-one basis.

In other words, Jambhekar describes an electronic directory of phone numbers with functional graphic icons which represent communication services related to the number. Thus the graphic icons of Jambhekar are not unique to a specific number. For example, several numbers in Jambhekar could use the house icon shown in Fig. 5p. The icons in Jambhekar represent different types of numbers that all access the same person. For instance, if a person wanted to call entry "A", there might be several numbers associated with entry "A" such as home number (which includes a home icon) and a cell number (which includes a cell icon). Now if the person wanted to call entry "B", there also might be a home number (which includes the same home icon as entry "A") and a cell number (which also includes a cell icon identical to the icon for entry "A").

In contrast, the graphic icons described in Claim 1 are specific to the number and unique within the icon's community. Further, the plurality of graphic icons are saved in hierarchical structures. For instance, in a non-limiting example Figs. 1a, 1b, and 1c show that different communities which are located within certain districts include a number of icons that are associated with unrelated numbers. For example, the house icon shown in Fig. 1c could be red in color and might call person "A" while the icon found in the block to the right of the house icon might be blue in color and could be associated with person "B's" number.

Accordingly, Jambhekar does not disclose all of the features recited in Claim 1, thus Applicants respectfully submit independent Claim 1 and similarly independent Claims 5, 13 and 15 patentably distinguish over Jambhekar.

Further, <u>Smith</u> does not cure the above noted deficiencies of <u>Jambhekar</u> in regard to the plurality of graphic icons that match the plurality of phone numbers on a one-to-one basis.

Thus, Applicants respectfully submit that independent Claims 1, 5, 13 and 15 and dependent Claims depending therefrom, patentably distinguish over <u>Jambhekar</u> and <u>Smith</u> considered alone or together in any proper combination.

Consequently, in light of the above discussion and in view of the present amendment, the present application is believed to be in condition for allowance and an early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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